



2014

Certified Neighborhood Leader Training



Creating An Organization That Works



Neighborhood Association Tool Kit

Presented by Toni Hayes-OCA

Do you KNOW your Neighbors?



“The core of a good neighborhood is its people and the positive relationships that develop among its neighbors.” -Unknown

- **Who** are your neighbors who live to the left and right of you?
- **Who** is your neighbor across the street?

How to Create a **STRONG** Neighborhood Association



The **BEST** Neighborhood Associations are not just “**created**” they are **BUILT** through three key elements:

- **STRUCTURE**
- **PLANNING & DEVELOPMENT**
- **HARD WORK**



What is a Neighborhood Association?

The Office of Community Affairs Definition:

- A Neighborhood Association is a voluntary organization of residents who work together to improve and maintain the quality of life in its neighborhood. Associations can form out of concern over a particular issue or as a means of enhancing a "sense of community."
- To be recognized by the city as an "official" Neighborhood Association, you must register with the Office of Community Affairs.

What does a Neighborhood Association do?

Neighborhood Associations



- Help identify challenges & concerns
- Support change & improvement efforts
- Provide volunteers for community initiatives
- Represent the neighborhood as a whole to elected officials
- Can make the neighborhood a better place to live

“Neighborhood Associations” and “Homeowner’s Associations” are the *same thing*.....NO!****

Neighborhood Association

- Membership is open to all residents and in the neighborhood, but participation is optional; boundaries are established by the association.
- Dues are voluntary
- There is no legal authority to enact or enforce maintenance or design requirements beyond those established by City ordinances.
- To ensure a visibly democratic process, the organization establishes formal or informal bylaws to provide for at least one general membership meeting per year and to require an annual election of officers.

Homeowner’s Association

- Membership is mandatory for all property owners within the boundaries of the development.
- Members are usually charged mandatory dues.
- Homeowners associations have the legal authority to enact and enforce maintenance and design standards in addition to those established by City ordinance.
- Homeowners associations are corporations with formal bylaws, which have a governing board that is elected annually.

Building Neighborhood Participation

Your neighborhood is a product of the efforts of the individuals who use their talents and skills to sustain it. The key to improving or sustaining the efforts of your neighborhood is to continually find ways to mobilize skills, capacities and talents of the people living in your community.

To build sustainable communities your **group must...**

- Be forward thinking
- Be organized
- Be clear
- Help individuals to grow
- Form multi-functional teams
- Renew your resources
- Think outside of the box
- Delegate

Tool Kit Tip #1

How to Form a Neighborhood Association



Start with a core group of people in your area.

- Homeowners from each block or street
- Area business owners
- Apartment residents, managers & owners
- Church leaders
- School principals & staff members

Tool Kit Tip #2

Define your Goals

**Neighbors
Working
Together**



In the beginning stages of forming a Neighborhood Association, it is important to define and understand the goals of the Neighborhood Association.

Some goals may include:

- Helping neighbors get to know each other
- Making physical improvements to blight
- Installing or improving a playground
- Creating a community garden

Tool Kit Tip #3

Hold a Meeting

Once you have rallied several interested people for the Neighborhood Association you should schedule a meeting at a central location.

- School, church, community center
- Have neighbors help spread the word
- During your first meeting, try to elect your NA's officers

Toolkit Tip: Meetings

7 Tips to Organize your Neighborhood Associations Meetings

1. Determine a time and location that allows most residents the opportunity to become involved
2. Create an agenda to follow during the meeting, and stay on point
3. If your community is bilingual, you might want to consider obtaining a translator and print all documents in both languages
4. If your neighborhood includes many families with children, arrange meeting times that facilitate the child-care needs of the residents. (church or community center)
5. Ask contacts from community organizations to announce the meeting at their regular meetings
6. Have every member call two neighbors to explain the meeting and encourage them to attend
7. Provide meeting minutes and comment forms to all meeting attendees to let people know that their input is valued

Tool Kit Tip #4

Elect Officers

An election should be held for your neighborhood association to elect officers. These officers will handle the business of the neighborhood association throughout the upcoming year.

Elections should include the following positions:

- President
- Vice-President
- Secretary
- Treasurer

Elected officers should:

- Set ground rules for meetings & establish roles and responsibilities
- Act for the benefit of the group
- Treat all members with respect
- Discuss issues & concerns
- Accept group decisions after a vote has been taken

Tool Kit Tip #5

Creating a Formal Structure

Creating a formal structure for your neighborhood association should include the following:



- Creating a business name
- Writing Bylaws
- Open meetings and records
- Detailed accounting
- Tax I.D number (needed to open bank accounts)
- Registering with the Office of Community Affairs

Tool Kit Tip #6

Set Neighborhood Boundaries

It's important to determine the boundaries of your Neighborhood Association. Take a look at a neighborhood map or take a community stroll to identify boundaries for the Neighborhood Association.

Boundaries can be determined by using:

- Roads & streets
- Residences within a certain distance
- Area landmarks
- Community facilities
- Call the Office of Community Affairs



Tool Kit Tip #7

Develop a Neighborhood Plan

A neighborhood plan is a guide that provides your Neighborhood Association a framework for future decisions and projects.

- Contains statements about what the residents would like to have happen
- Identify a few problems, concerns or desires.
- List potential projects
- Helps create a plan of action

Sample questions to answer when developing a project plan:

- What is the purpose of the project?
- What resources will be required to accomplish this project? (cost, people, facilities)
- How much time will be needed?
- Who will be involved?

Tool Kit Tip: Sample Neighborhood Project Plan

Tasks	Responsible Party	Resources Needed	Due Date
Select a date and identify neighborhood areas for potential cleanups.	Committee members	None	March 5
Create a list of potential volunteers and distribute an information flyer for the cleanup. Call or visit neighbors to ask them to help out.	Committee members	Computer Printer Paper Printing costs	March 13
Reserve equipment needed for painting and clean up. Develop a site plan of the cleanup/paint out area.	Committee members	Memphis City Beautiful/Home Depot	March 16
Contact local businesses, churches and other non-profits to request donations of food/refreshments and additional volunteers.	Committee members / volunteers	Print Flyers Raise Money Have Food Donated	March 21-22
Arrange for delivery of refreshments / paint & cleanup supplies	Committee members / volunteers	Truck /car, folding table, cooler Ice & water bottles	March 28
Conduct cleanup	Committee members / volunteers	Clean up and paint supplies, money	March 28

Tool Kit Tip #8

Develop a Strategy

Keep moving forward on your groups goals and ideas. It's important to have a strategy. Consider these ideas:

- Identify and prioritize the steps in your project . Be as specific as possible
- Identify any gaps or unknowns
- Identify a range of possible routes to your goals
- Investigate “best practices” used in other Neighborhood Associations



Tool Kit Tip #9

Establish Committees

Welcome Committee



Some neighborhood associations work well when divided into committees. The core group should be responsible for determining what those committees are, how many are needed and the goals of the committees.

Examples of some committees would be:

- Welcoming Committee
- By laws committee
- Clean-up Committee
- Events Committee
- Crime Reduction Committee
- Neighbor Recruitment Committee

Tool Kit Tip #10

Get Busy & Plan a Neighborhood Activity



If your Neighborhood Association has **BIG** plans, it's okay to start off **small**. This gives your association a chance to **GROW**. Plan an activity that can include adults and children. This gives families the chance to participate together.

Examples of Neighborhood Association Activities

- Neighborhood beautification & cleanups
- Yard-of-the-month awards
- Neighborhood gardens
- Spring Festivals
- Neighbor Round-up
- Neighborhood cookout
- Holiday events
- Neighborhood Mentoring Program



Tool Kit Tip #11

Get the Word Out Through Neighborhood Communication

Notifying all neighbors and encouraging participation at meetings and events is the key to your success. Examples:

- Flyers
- Signs
- Newsletters
- Door-to-door notifications
- Email blasts
- Phone call tree

Don't forget, social media is a great way to notify members and create groups where members can keep up with the Neighborhood Association.

www.Facebook.com



www.Twitter.com



www.Nextdoor.com



Have FUN While Making a Difference in YOUR Community!



The Office of Community Affairs is here to help guide your Neighborhood Association. Our staff is available to address questions, provide training, speak at neighborhood events & assist with concerns or requests from citizens and associations. Give us a call at (901) 636-6507

Toolkit Tip:

The Power of Neighborhood Associations

Neighborhood Associations are vital to the community because...

- They channel information that can help deter criminal activity
- Help clean-up blighted areas
- Empower citizens to speak as one voice to local government.
- Strengthens and reinforces the quality of life for the community as a whole.

Why form a Neighborhood Association? Because....

- Provides a way for neighbors to get to know and support each other
- When neighbors organize, they have more power to make changes and reach goals
- Residents gain a unified voice and influence in community affairs
- Residents assume responsibility for keeping their neighborhood healthy and vital.

Tool Kit Tip: Importance of Leadership

Part of the job of a neighborhood organizer is to identify and develop neighborhood leaders. People in leadership positions are responsible for coordinating the activities of a group, including activities designed to help the group achieve its goals and those to help members stay together and feel good about working together.

It is important for leaders to involve all group members in the decision-making process and to be sure everyone is heard before the group votes on an action or makes a decision. The qualities of good leaders include flexibility, the desire to listen and consider the opinions of others, the ability to clearly state goals and expectations, and a willingness to acknowledge the contributions and achievements of other people.

The task of recruiting and developing leaders should be an ongoing activity for all members of the neighborhood association. Sometimes leaders are reluctant to share authority or delegate responsibility, but that hurts the group in the long run: eventually these leaders may burn out and no one will be available to replace them. Part of being a good leader is helping others to grow into leadership roles as well.

Tool Kit Tip: General Volunteer Recruiting Tips



Make sure all group members and neighbors know about the opportunities available for volunteering with your group, and where to refer interested volunteers:

- Create a list of benefits to the neighborhood that the project will create
- Keep in mind, volunteers are male, female, children and adults, disabled and able-bodied, various races, religions, sexual orientations, income brackets, etc.
- Be sure to offer diverse volunteering opportunities

Tool Kit Tip: Volunteer Retention

- Be organized
- Feed their passion-identify projects or causes volunteers will really want to participate in
- Communication is the key - prompt and thorough communication before, during and after the project
- Wear name tags and use names often to get to know your volunteers
- Ask what the volunteer would like to do, and match with a task accordingly
- Show respect by giving them responsibilities: delegate tasks, have them be “in-charge” of something
- Don’t ignore problem volunteers - work with them appropriately
- Say “thank you” often
- Educate them about the work they are doing and the impact they are making
- Recognize your volunteers
- Think of creative ways of thanking your volunteers, it will go a long way to bringing them back.

Tool Kit Tip: Communication

Communication is very important to the success of your association. Sharing information is a great way to build a sense of community in your neighborhood, get new people to join your association, and enlist support for your events and programs. Here are some ways to get the word out:

- Publish a neighborhood association newsletter 4-12 times a year.
- Announce your meetings and events in weekly area newspapers, as well as school, church and social club newsletters.
- Distribute a neighborhood survey (and the results) by mail, phone or door to door.
- Ask permission to place notices, posters or flyers in Laundromats, libraries, supermarkets, restaurants, local businesses, and waiting rooms in nearby dentist and doctor's offices.
- Offer to be a speaker to business groups, service clubs, schools and churches.
- Gather a list of local news and radio stations and send your newsworthy information in to the stations.

Tool Kit Tip:

Sample Agenda Steps 1-4

The Agenda

All meetings should have an agenda. The agenda lists what will happen at the meeting, including committee reports and any business that needs to be discussed. Here is a typical agenda:

1. Call to order

The chair/President calls the meeting to order and makes brief opening remarks.

2. Reading/approval of the minutes

The secretary keeps minutes of all the meetings. The secretary reads the minutes of the last meeting and asks, "Are there any corrections to the minutes?" No motion is needed for approval of minutes.

3. Reports of officers

The treasurer and other officers deliver association business reports. No motion is needed for adoption of the treasurer's report unless it is audited. After each of the reports, the chair asks, "Are there any questions or observations?" If not, the reports are filed.

4. Reports of committees

Committee chairs give their reports. No motion is needed for adoption of committee reports unless recommendations for association action are made. After reports, the chair asks "Are there any questions or discussion in regard to this committee report? If not, the report will be filed." Appreciation may be expressed to the committee.

Tool Kit Tip:

Sample Agenda Steps 5-8

5. Committee recommendations for action

Motions are usually made by the chair and seconded by a committee member. Each motion is discussed and disposed of before another motion may be proposed. The chair states, "The committee recommends that the association (take a particular action). Is there any discussion?"

6. Unfinished and new business

Unfinished business from the last meeting is brought to the floor for action. The chair asks, "Is there any unfinished business?" After discussion and action, the chair asks, "Is there any new business to discuss?"

7. Announcements

Persons making announcements should be seated up front. The chair asks, "Are there any announcements?"

8. Adjournment

The Chair/President automatically adjourns a meeting unless there is any business that cannot be finished at that meeting. Then a motion for adjournment must be made and seconded. The chair says, "If there is no further business, the meeting will stand adjourned."

Tool Kit Tip: Example

FIRST MEETING AGENDA SAMPLE

Neighborhood Meeting #1

Brookstone Country Estates

Welcome and Introduction.....6:00 p.m. - 6:20 p.m.

- Ice Breaker
- Ground Rules
- Purpose of the Meeting
(To determine residents' interest in forming a neighborhood association.)
- Goals and Expected Outcomes of Meeting
(To understand current issues facing the neighborhood, to discuss the vision for the neighborhood, and to plan the next steps in the organizing process.)

Discussion of Neighborhood Needs.....6:20 p.m. - 7:15 p.m.

- Why become a neighborhood association?
- What are the current issues affecting our neighborhood?

Discussion of Neighborhood Vision.....7:15 p.m. - 7:45 p.m.

- What kind of neighborhood do we want?

Wrap-up and Next Meeting.....7:45 p.m. - 8:00 p.m.

Tool Kit Tip: Neighborhood Calendar

It is a good idea to set up a Neighborhood Calendar of Events at the first of every year.

- Plan event and schedule them on the calendar
- Assign each committee an event to plan
- Keeps track of upcoming and previous projects
- Post and distribute the calendar to your members



Tool Kit Tip: Press Releases

A press release is an announcement to a newspaper or other printed media. It gives all of the necessary information about the event. The newspaper can choose to print a short informational piece directly from the release or go after a larger story. In that case, the press release is an invitation to investigate the event. There is a standard press release format that should be followed. The format is as follows:

- All releases should be typewritten on 8 1/2 by 11" piece of paper
 - The heading should include-Your organization's name, address and the name of the contact person typed in the upper left-hand corner of the first page. Include a contact phone number.
 - A release date noted in the upper right-hand corner. This indicates when the release may be used. If at all possible, indicate "FOR IMMEDIATE RELEASE." If it is not for immediate release, indicate the date this information can be published.
- 1.) Start off with a bold headline that summarizes your press release in a catchy way.
 - 2.) Begin typing the copy one third of the way down the first page.
 - 3.) Double or triple space the copy. Never single space your press release.

Tool Kit Tip: Sample Press Release

OCA Neighborhood Association

February 1, 2014

315 S. Hollywood St

For Immediate Release

Memphis, TN

Contact: Toni Hayes (901) 636-6261

“SOME Neighbors Preserve Historic Building”

Members of the OCA Neighborhood Association are celebrating the victory won after a six-month battle to keep the abandoned SOME Church from being torn down. The SOME Church, once an anchor in the neighborhood, has recently been placed on the City’s list of historic buildings. Neighborhood groups hope to turn the building into a community resource for arts programs for the community’s youth.

Neighbors and interested citizens are invited to an open house to discuss the future of the SOME Church to be held on Saturday, March 14, 2014 in the Theater foyer, 1000 Center Street.

For more information contact: Toni Hayes (901) 636-6261.